

March 27, 2020

Adult & Dislocated Worker Programs
Wisconsin Department of Workforce Development
201 E Washington Ave
Madison, WI 53707

RECEIVED
APR 08 2020
BY:

Re: Notification of Layoff due to COVID-19-Related Unforeseeable Business Circumstances

Dear Sir/Madam:

Due to the unforeseeable business circumstances caused by the COVID-19 pandemic, PatientPop, Inc. (the "Company") has been required to rapidly reevaluate its workforce and operational needs.

This notice is to inform you that the Company plans to conduct a reduction in force and implement a furlough program at its facility located at 214 Wilshire Blvd 2nd floor, Santa Monica, CA 90401, as well as remote work position(s) in Wisconsin. While the Company does not believe that notice is required pursuant to the federal Worker Adjustment and Retraining Notification Act, 29 U.S.C. § 2101 et seq., or California Labor Code Section 1400 et seq., as modified by the California Governor's Executive Order N-31-20, this notice is intended to fulfill those requirements.

Over the previous week, the Company has seen an unprecedented number of customers ask to delay their billings or cancel their contracts outright, specifically as a result of the COVID-19 pandemic, which has created a significant impact on the Company's revenue. Given these unforeseen business circumstances, the Company has had to quickly reduce operating costs. The Company is therefore not able to provide employees with 60 days advance notice of this reduction in force, and has provided employees with as much notice as was reasonably practical.

The expected date of the first separation is March 30, 2020, and the separations occurring as a result of this reduction in force are all occurring on this day. These separations are planned to be permanent. The furlough will begin on March 27, 2020, and is expected to be temporary. The furlough has an initial projected duration of 45 days, but this timing may change. A list of the job titles of the positions that are affected and the number of employees in each job classification that are being laid off or furloughed is attached as Exhibit A. The Company does not have a job bumping system.

Notice has been provided to employees that they may be eligible for Unemployment Insurance ("UI") and employees have been informed of the resources available at labor.ca.gov/coronavirus2019.

The name and telephone number of the Company official to contact for further information is Alexis Kavazanjian at 310-936-8307 or alexis@patientpop.com.

Sincerely,

PatientPop, Inc.



Alexis Kavazanjian

Exhibit A

Reduction in Force	
Job Title	Number of Affected Employees
Account Executive	13
Accounting Associate	1
Associate Account Exec	4
Business Analyst	1
Business Dev Mgr	1
Content Manager	1
Content Marketing Spec	1
CS L&D Program Manager	1
Customer Success Manager	2
Customer Support Rep	2
Data Scientist	1
Digital Marketing Mgr	1
Director of L&D	1
Director of Sales Ops	1
Events Marketing Manager	1
Executive Assistant	1
Implementation Manager	1
Implementation Spec	4
Inside Sales Manager	1
IT Support Specialist	1
Jr. Web Designer	1
Manager, Content Mark	1
Manager, Implementation	1
Marketing Ops Specialist	1
Marketing Specialist	1
Mrktg Dev Representative	1
Outside Sales Exec	2
Product Marketing Mgr	1
Recruiter	4
Recruiting Coordinator	3
Sales Devel Rep	8
Sales Development Manager	1
Sales Train & Enabl Mgr	1
Senior Account Executive	1
Senior Product Manager	2
Software Engineer	1
Sr Data Scientist	1
Sr Front End Engineer	1
Sr HR Business Partner	1
Sr Recr & People Spec	1
Sr SDR	1
Sr SDR Manager	1
Sr. Customer Support Rep	1
Sr. Full Stack Engineer	2
Sr. QA Automation Eng	2

Sr. Software Engineer	3
Sr. Technical Recruiter	1
Strategy Associate	1
Team Lead, Content Mgrs	1

Test Engineer 1	1
UX Architect	1
UX Researcher	1
Vice President, Data	1
Video Photo Producer	1
VP, Customer Success Mgm	1

Furlough	
Job Title	Number of Affected Employees
Associate Channel Mgr	3
Business Dev Mgr	1
Channel Manager	2
Content Marketing Mgr	1
Data Scientist	1
Director of TA	1
Graphic Designer	1
Lead Fullstack Engineer	1
Lead Software Engineer	1
Manager, Partner Success	1
Outside Sales Exec	5
Partner Success Manager	1
Recruiter	1
Sr Outside Sales Exec	1
Sr People Ops Analyst	1
Sr UX/UI Designer	1
Sr. Backend Software Eng	1
Sr. Full Stack Engineer	1
Sr. Recruiter	1
Sr. Software Architect	1
Sr. Technical SEO Ana	1
Strategic Partner Mgr	1